



## **Country Focus:**

**Statement by Mr. Erhan Özmen on  
“The Principle of Sustainability and Export Oriented Production Strategy”  
Chairman of Executive Board  
Turkish Flour Industrialists’ Federation  
International Association of Operative Millers  
22nd Annual IAOM Mideast & Africa District Conference & Expo  
October 2-5, 2011, Dead Sea, Jordan**

**Dear distinguished delegates and guests,**

A textbook example of economic instability and underperformance began to change with the onset of the new century. At the end of 2010, financial stability, low inflation and strong growth were made possible by a long period of sustainable fiscal and social sacrifices.

Over the last decade, Turkey has accomplished a great transformation process and has implemented sweeping structural reforms in the economic field. Ranking as the sixteenth largest economy in the World and sixth in Europe, Turkey is now an active member of G-20 that represents the major economic powers of the World.

Turkey’s geography bridging East and West is unique and is used as a metaphor for its role in the global economy. Like in the past, Turkey is especially, now, shown as “a role model that successfully balanced tradition and modernization” given the recent developments and popular uprisings in North Africa and Middle East.

**Dear participants, let me now give you some feedback for our foreign trade performance and projections,**

Turkey’s exports gained great momentum in the past ten years. As a result of this, Turkish exporters reached their 114 billion export target in 2010. We have determined the strategic priorities for our 24 exporting sectors one by one. We have set their criteria according to the road map and working groups for 24 sectors clarify both the goals and methods for each sector. Our primary goal for Turkish economy to take its place within the world’s top ten largest economies and to raise total exports revenue to 500 billion dollars in 2023.

**Dear Guests,**

Turkey is a flour exporting country. Moreover, Turkey is actually leading at world wheat flour trade’ both in technology and flour quality. Since 2005, Turkey has managed to export well and located at first and/or second positions in world flour trade.



Major export destinations of Turkish wheat flour and machinery products were recorded as Mideast and Africa District. As a Turkish Flour Industrialists' Federation(TFIF), single civil society authority by law in Turkey, we have eight associations for each regions, represents majority of milling companies in Turkey.

We have been an active member of International Association of Operative Millers (IAOM) under the Mideast and Africa District since our establishment. Since our involvement' as a Federation, we have tried our best for the role of international coordination activities with IAOM as we have taken responsibility with our Prime Minister Mr. Recep Tayyip Erdogan participation, for hosting annual conference in Antalya, Turkey in 2009.

Turkey exported flour to 106 countries in 2010 and received US\$ 609.5 million in return. This amount corresponds to about 1,861,651 tons of flour. These figures mean that our country feeds 3.7 million people in the world. In spite of adverse conditions in global and domestic markets, Turkey preserved its role as a leading flour exporter thanks to sacrifice and efforts made by flour industrialists to adapt themselves to changing conditions. A monthly comparison of updated export figures for 2009 and 2010 show that there have not been significant changes in both regional markets and country rankings. Given the current outlook, as 2 millions tons and 1 billion dollars, as of first half of the year, the estimate of flour exports for the year as a whole, 2011 will also be encouraging.

#### **I would like to stress our medium-term goals here;**

We can assert that Turkish flour has made significant progress in becoming a “trademark.” In that context, TFIF aims to control 50% of global trade. We have devised two main strategies in line with this goal. The first one is to play a key role in the world flour market and the second is to ensure that Turkish flour becomes a market both at home and abroad. Our actions based on the slogan “A Turk aboard every plane” should include the following:

- ✓ To take part in fairs under leadership of Under secretariat of Foreign Trade, Export Promotion Center for Turkey and Turkish Exporters Assembly,
- ✓ To undertake lobbying and promotional activities in order to create a trademark and to ensure its visibility,
- ✓ To place advertisements and to publish literature in order to take advantage of printed and electronic media at global level,
- ✓ To establish a world-class Turkish standard in parallel with the standardization of our trademark jargon,
- ✓ To penetrate into new export markets,

#### **As for our organizational perspectives, strategies and short term plans;**



TFIF is a key organization which has the potential of making significant contributions to our industry and economy based on its strategy and vision comprising both today and the future and its approach to the need to offer more comprehensive and improved services to our sector. TFIF was effectively founded in March 2005. Being the highest umbrella organization of the flour sector, TFIF is making efforts to meet the needs of our sector while seeking solutions to its problems and contributing to its stable growth so that establish functional bridges between government-public sector and flour industry.

Earliest mills are known to be built in Central Anatolia. Flour is a precious nutrient obtained by grinding grains and it is the first one used by modern human beings. Sixty percent of daily energy needed by our body is provided by grains. Wheat, bread, and derivatives are commonly used as the main grain used as food. Turkey is one of the countries suitable for growing wheat in terms of climate and topography.

TFIF formulates its policies based on the understanding that wheat, our most important raw material, is a strategic product and that its importance is constantly increasing because flour industrialists are in favor of policies that will promote wheat cultivation in Turkey.

We believe that our experience and assets in this field, new researches, shared information, and new scientific researches comprising technological innovations will lead to the more efficient use of the heritage which Anatolia gave us and contribute to efforts to increase wheat quality.

Flour industrialists in Turkey who are leading the world trade in flour aim to continue flour exports to more than 100 countries, to find new markets, and to ensure the continuity of efforts based on education and science and cooperation in the interest of sharing international experience and cultures which will contribute to Turkish agriculture with organizations concerned.

To people, bread is a symbol comprising solidarity, work, and survival. The strategic importance of the flour industry is understood better during economic crisis. The global economic crisis in 2007-2008 and drought witnessed in 2010 in the world showed the importance of the food industry once again. The flour sector directly affects the lives of millions of people, including farmers, bakers, workers and consumers.

With these remarks and concerns on behalf of the Executive Board of TFIF, **let me announce** that our next International Congress will be held in Antalya on March 2012 namely “Wheat, Flour and Bread”. This will be largest gathering for industrialists, traders, public officers and civil society organizations in the region with more than 500 national and international delegates and exhibitors expected.

**Let me conclude** that I am confident that, like we had in the past, this year’ IAOM meeting in Jordan will be useful in term of formulating policies and strategies for the global industry, shedding light on projections and market researches. I therefore hope that it will be beneficial to our sector, community and all stakeholders.



Thank you.